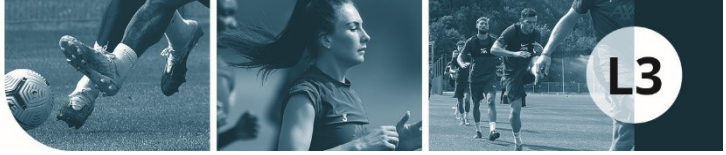
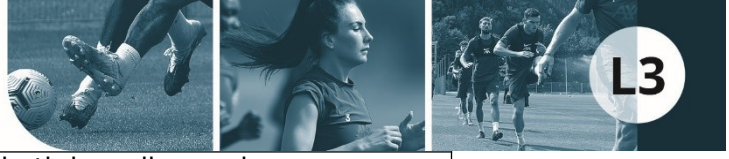


BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and title	**Unit 22: Liverpool Football Club as a Business**
Learning aim	C: Investigate the contribution of branding and international activities to elite football clubs
Assignment title	How do branding and international activities contribute to global recognition for Liverpool Football Club?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	LFC's branding is recognised globally, as are its international/overseas activities. Your tutor asks you to investigate the branding and international activities of the football club and use your results to write an independent report.

Task 1	Your tutor asks you to write a report on the effectiveness of branding and international activities in developing global brand awareness for LFC. This report must use business terminology accurately and be clearly expressed so it can be understood by its readers. **Research** Firstly, research the branding and international/overseas activities linked to LFC. This must include: • the brand and its touchpoints • why the brand is valuable and how it is protected • international/overseas activities carried out by LFC • why these international/overseas activities are important. **A report** Using your research, write a report for a business magazine entitled 'How do branding and international activities contribute to global recognition for Liverpool Football Club?' Start your report by illustrating how LFC uses branding. Support this with current examples from your research of brand touchpoints such as advertising, merchandise, uniforms, signage, and content marketing. Include the ways in which LFC protect their brand and why this is important. Next, look at how LFC uses international/overseas activities, again giving current examples of these activities.



	Consider why LFC uses both branding and international/overseas activities. Provide a detailed breakdown of the importance of these in developing global brand awareness for LFC. Support this analysis with relevant examples. Finally, weigh up the strengths and weaknesses of the branding and international/overseas activities of LFC. Come to a conclusion as to how effective each of these are for developing global brand awareness for the business. Provide clear support for your judgements.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
C.P7	Describe the branding used by LFC.
C.P8	Describe the international activities linked to LFC.
C.M4	Analyse the importance of branding and international activities in developing global brand awareness for LFC.
C.D3	Evaluate the effectiveness of branding and international activities in developing global brand awareness for LFC.

Checklist of evidence required	A report that evaluates the effectiveness of branding and international activities in developing global brand awareness for LFC.
Other assessment materials attached to this brief	